

June - August 2023

Quarterly Report

VAN HAILIN'

TLC's Mobile Outreach Unit



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Overview



Making Strides

After its initial launch, Van Hailin' has been a resounding success! Word of TLC's Mobile Outreach Unit is spreading up the grapevine and more drivers attended in the last three months than after the initial launch and quarter. This increase was accompanied by a number of improvements to the operation which streamlined logistics and the agency's customer service efforts. The Office of External Affairs began sending out text message reminders in addition to email messages to TLC licensees, letting them know about upcoming Van Hailin' events. In addition, External Affairs implemented an electronic intake system using QR codes and Microsoft Forms that link to Excel sheets reducing wait times and reducing staffing demands.

This quarter, Van Hailin' broke 100 recorded visitors for the first time in a single event. Actual numbers may be higher as many licensees stopped by just to pick up decals or meet the Commissioner without staying for recorded services. Regarding partnerships, Brooklyn showed the greatest potential, with Van Hailin' visiting opposite ends of the Borough for maximum coverage. Although attendance was below average in the Flatlands neighborhood, attendance more than doubled in the transit-rich Downtown Brooklyn area. TLC hopes to visit all neighborhoods across the five boroughs in order to reach our diverse licensees.

Van Hailin'

A Community Initiative

TLC's Van Hailin' pilot program was inspired by Mayor Eric Adams' initiative to improve customer service and was created to enhance the licensee experience by allowing them to perform a variety of transactions that would otherwise require them to visit TLC's offices in Long Island City.

Van Hailin' is a community initiative which will be visiting all five boroughs. It is a one-stop shop where team members from various TLC units assist licensees.



Meeting licensees in their communities

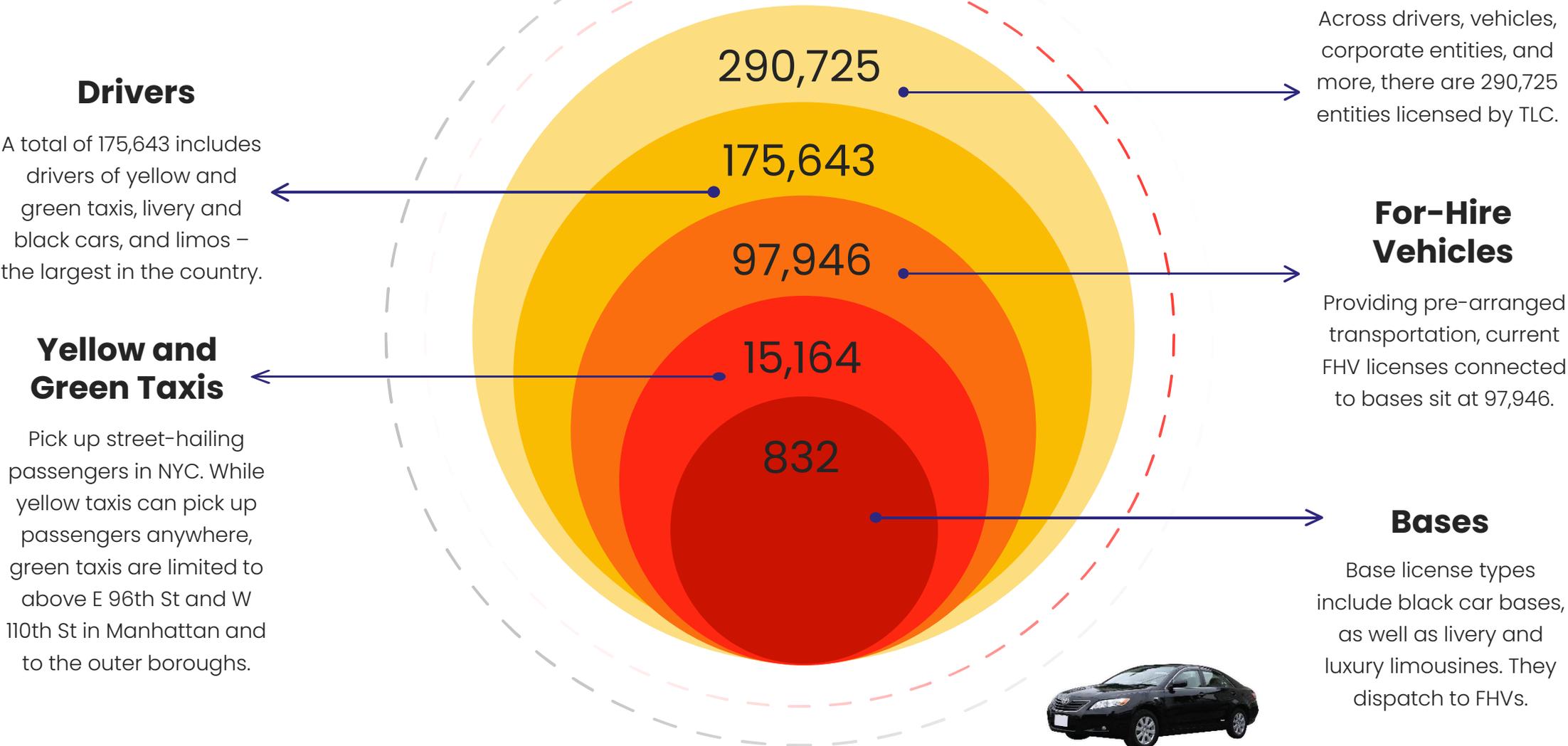


Providing streamlined access to agency services



Delivering excellent customer service experience

TLC Community



Drivers

A total of 175,643 includes drivers of yellow and green taxis, livery and black cars, and limos – the largest in the country.

Yellow and Green Taxis

Pick up street-hailing passengers in NYC. While yellow taxis can pick up passengers anywhere, green taxis are limited to above E 96th St and W 110th St in Manhattan and to the outer boroughs.

Licensed Entities

Across drivers, vehicles, corporate entities, and more, there are 290,725 entities licensed by TLC.

For-Hire Vehicles

Providing pre-arranged transportation, current FHV licenses connected to bases sit at 97,946.

Bases

Base license types include black car bases, as well as livery and luxury limousines. They dispatch to FHV's.



**This information is also available on [NYC OpenData](#).*

Attendance

Meeting Needs, *This Quarter*

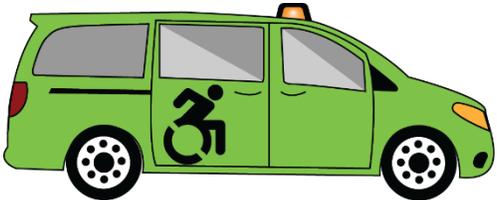
224

LICENSEES IN ATTENDANCE



231

SERVICES PROVIDED

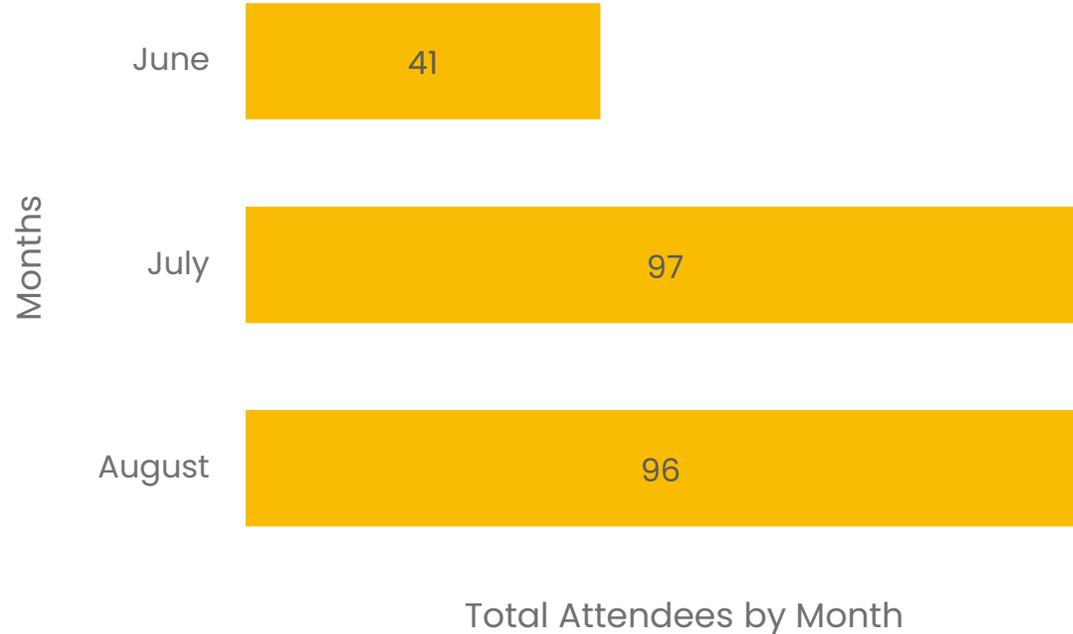


Licensees from across the five boroughs and beyond used a variety of different services.

**Out of a total 224 quarterly Van Hailin' attendees, there included some requests by attendees for more than one (1) service.*

Attendance

Attendance of Van Hailin' by Month



Interest Grows

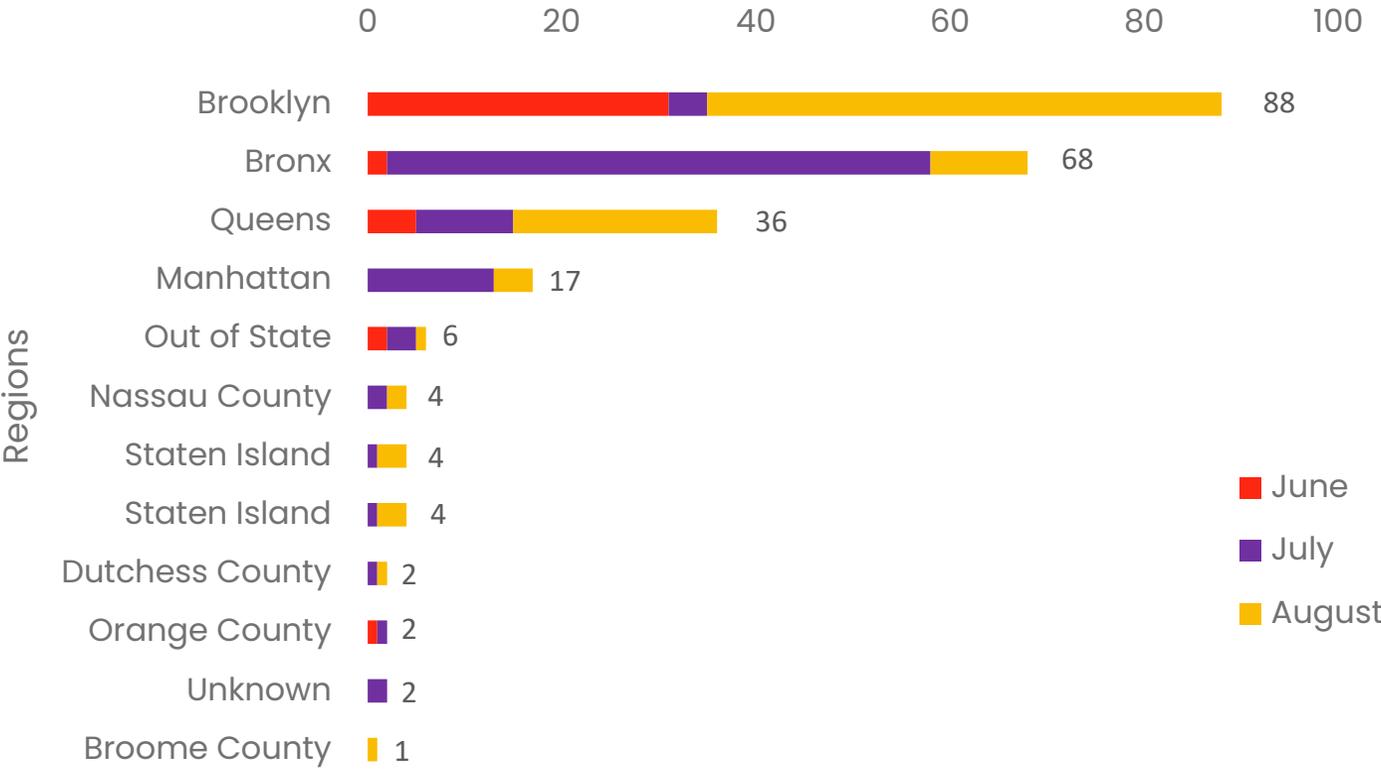
This past quarter, attendance doubled from June to July and the trend of high attendance continued into August. Our August Van Hailin' almost broke our attendance record from July despite it being a rainy day.

The attendance of Van Hailin' is expected to keep increasing throughout future quarters. The overall attendance this quarter surpassed the attendance from last quarter.

**This is a cumulative total of attendance across the months of June, July, and August 2023.*

Attendee Origin

Attendance By Region



Residents and Commuters Alike

Most of the attendees were licensees from Brooklyn and the Bronx, comprising 66% of the total attendance.

There were a few licensees from out of state and some commuting from the outer metropolitan counties like Westchester, Nassau, Orange, and Dutchess County.

**This is a cumulative total of attendance across the months of June, July, and August 2023.*

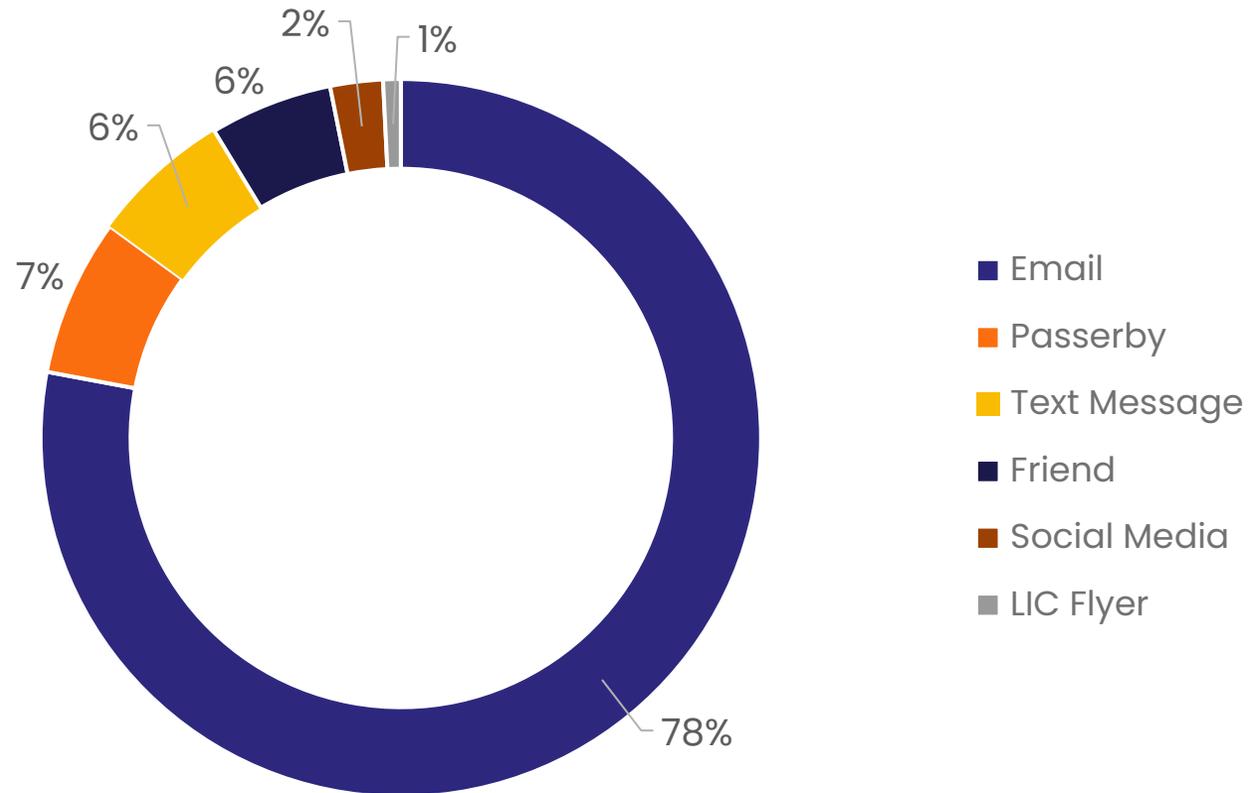
Communications

Channel Engagement

The vast majority of the attendees, 78%, claimed to have heard about Van Hailin' through emails sent by the agency, but only 6% said that text message was their main referral.

However, text messages have driven the majority of RSVPs through Eventbrite.

Contact Method



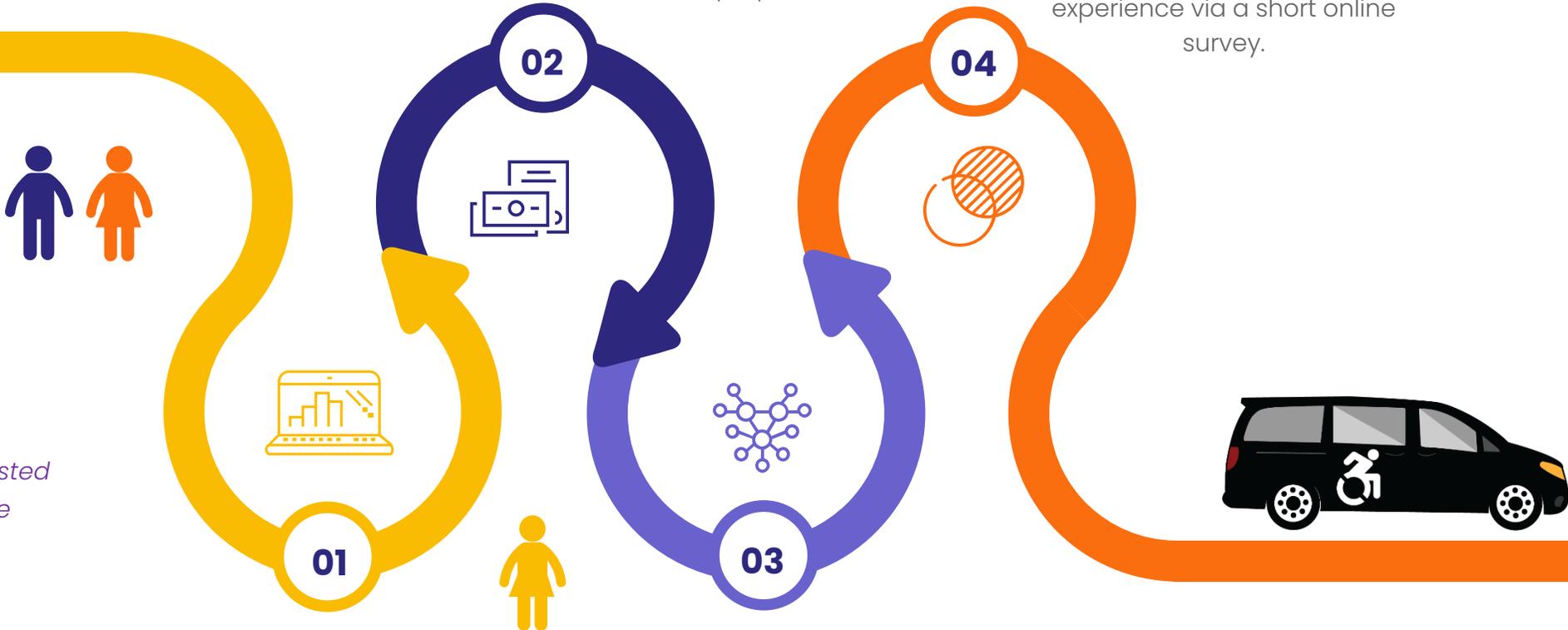
Operation

Assistance Provided

The licensee is then directed to staff from the appropriate division for assistance with their visit's purpose.

Survey

The licensee is then asked to provide feedback on their experience via a short online survey.



**This quarter, we tested an automatic intake process.*

Intake
Licensees navigate intake by scanning a QR code which records the services they request and auto-populates them into an internal database.

Resolution
In most cases, the licensee's issue can be fully resolved, but in other situations guidance or an appointment is provided to the licensee.

TLC Services by Unit

Education

A subunit of TLC’s licensing division, the Education Unit is responsible for establishing standards and learning outcomes for licensed providers. TLC licensees can inquire about their licensing and renewal requirements and receive the new Wheelchair Accessible Vehicle decal.

Licensing and Standards

The Licensing and Standards Division processes transactions and services relating to drivers, vehicles, and bases. TLC-licensees can resolve issues with their licenses or receive guidance on how to do so by interacting directly with staff at Van Hailin’ events.

Finance

The Finance Division is responsible for overseeing the agency’s budget and processing payments from the public. TLC-licensees can request to pay fines and dues at Van Hailin’ through the onsite Cashier.

Prosecution

The Prosecution Division is responsible for adjudicating TLC rules through the issuance of settlements and penalties. TLC-licensees can request a settlement for a violation in which they will plead guilty but pay a reduced penalty.

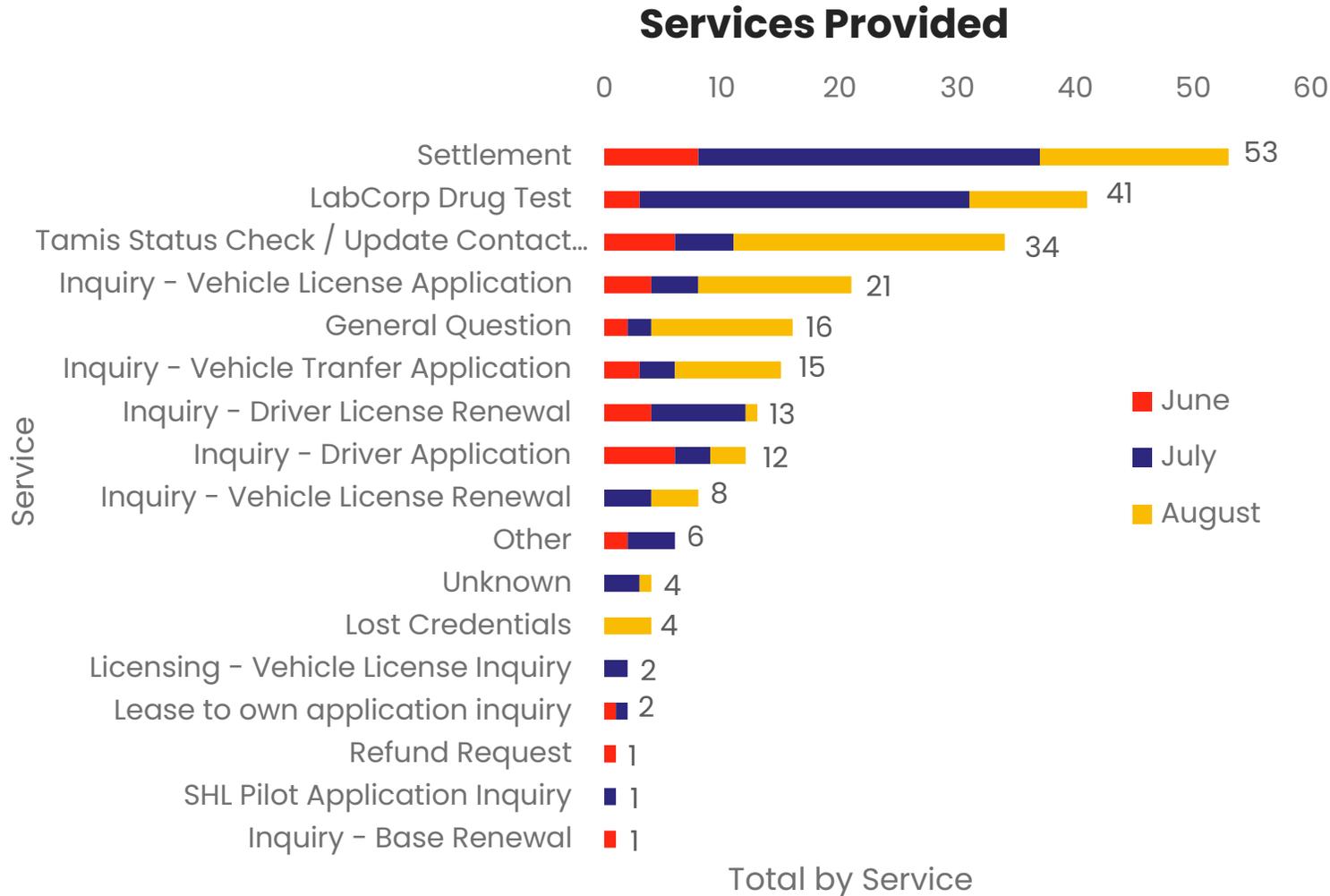
LabCorp (Vendor)

TLC-applicants and licensees are required to take annual drug tests at specific LabCorp locations across the city. LabCorp, TLC’s sole vendor for drug testing, utilizes on-site restrooms to provide testing services in locations that would otherwise be unavailable to the TLC community.

Uniformed Services Bureau

The Uniformed Services Bureau’s primary mission is to maintain public safety by deterring illegal operation of unlicensed vehicles and ensure compliance of all Safety & Emission standards. Licensees can ask onsite officers and inspectors about best safety practices.

Interpreting Service Data



Amplifying Access

Our most requested and used service was our Settlement service followed by our Drug Testing service and our TAMIS Status Check / Update Contact Information service.

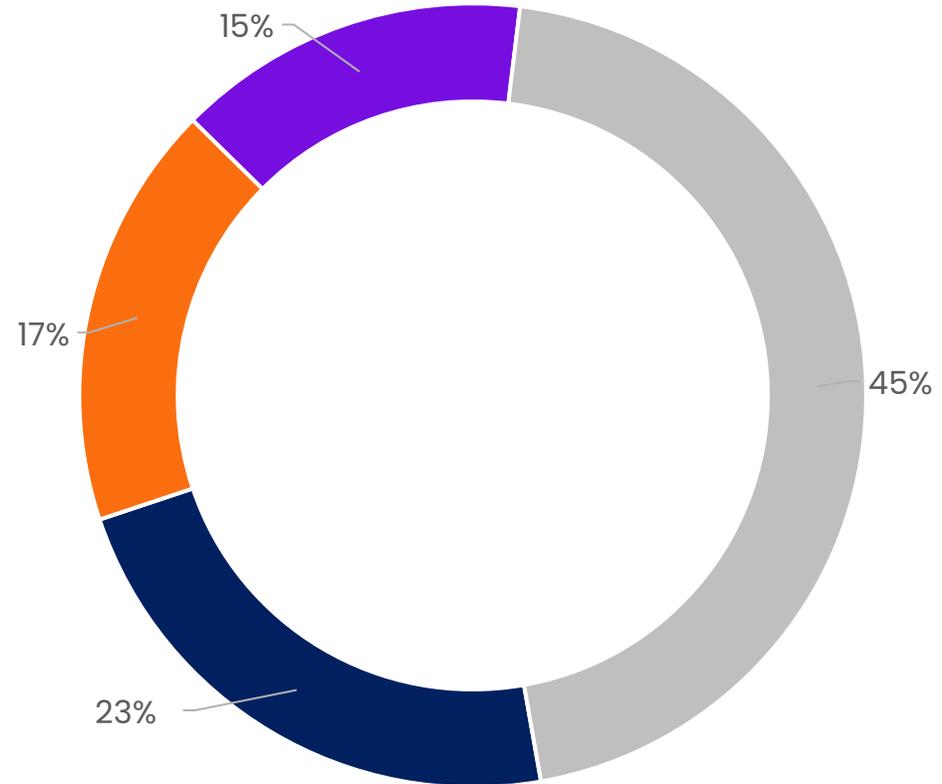
This is similar to last quarter's top services. This represents 55% of the services requested for these three months.

Top Three Services

Expanding Scope

Settlements represented nearly a quarter of all requested services.

However, a growing number of licensees, around 45%, are requesting services other than the top three.



- Settlement
- LabCorp Drug Test
- TAMIS Status Check / Update Contact Information
- Other

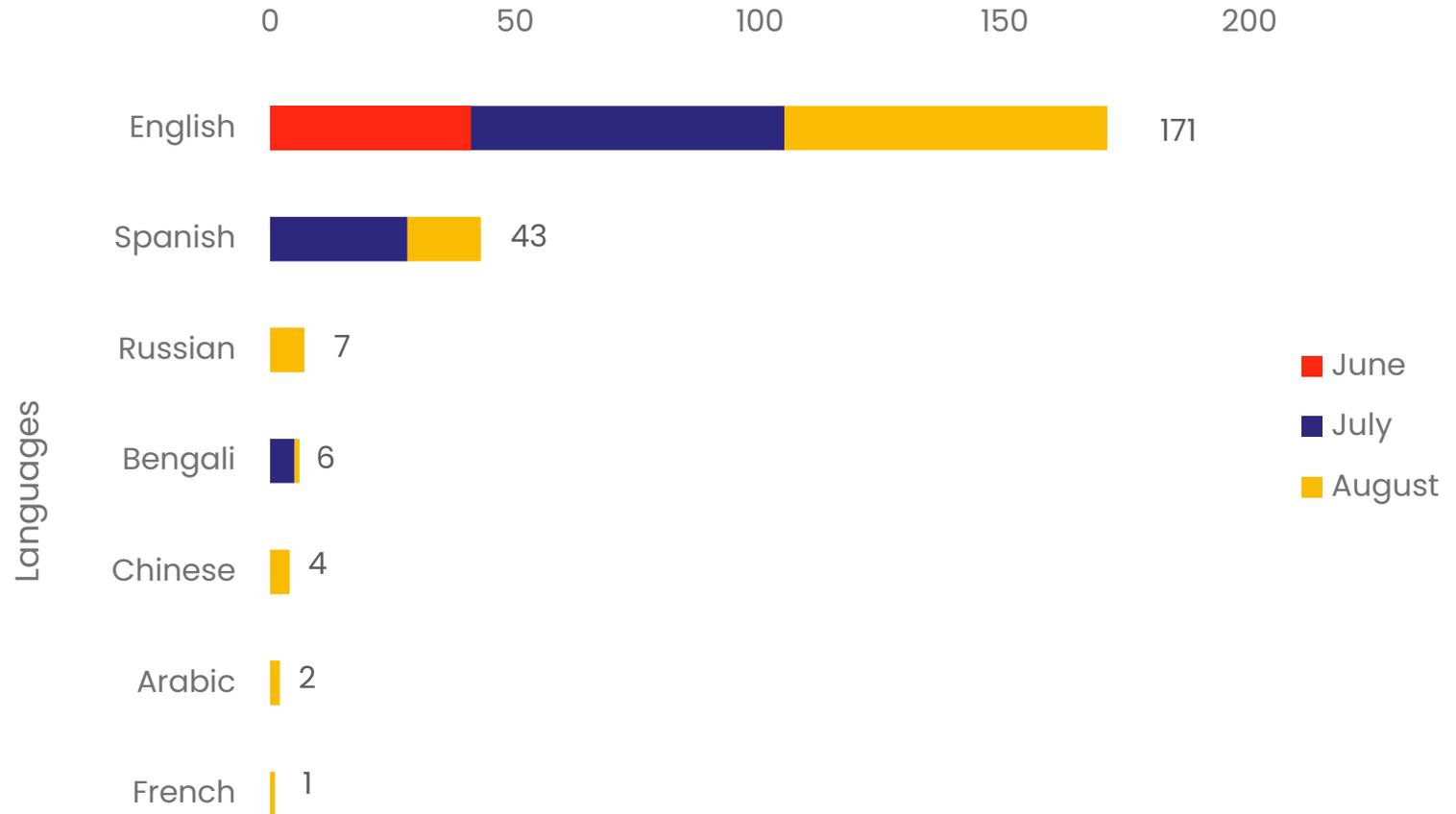
Language Access

On-Site Availability

This past quarter, seven different languages (including English) were requested by our attendees.

To accommodate our attendees, we used our phone language interpreter vendor, Language Line, as well as staff members who translated into Spanish, Bengali, and Chinese.

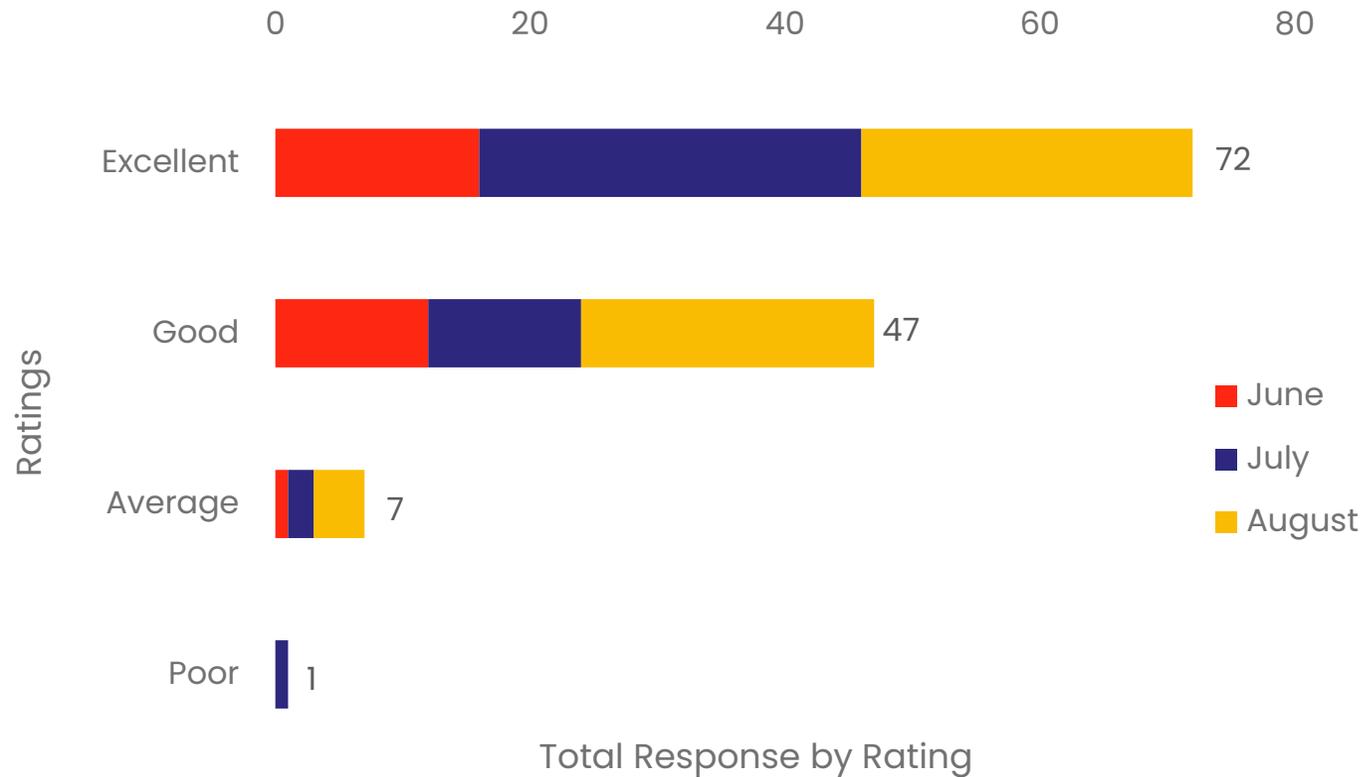
Different Languages



Total by Language Provided

Licensee Satisfaction

Survey Results



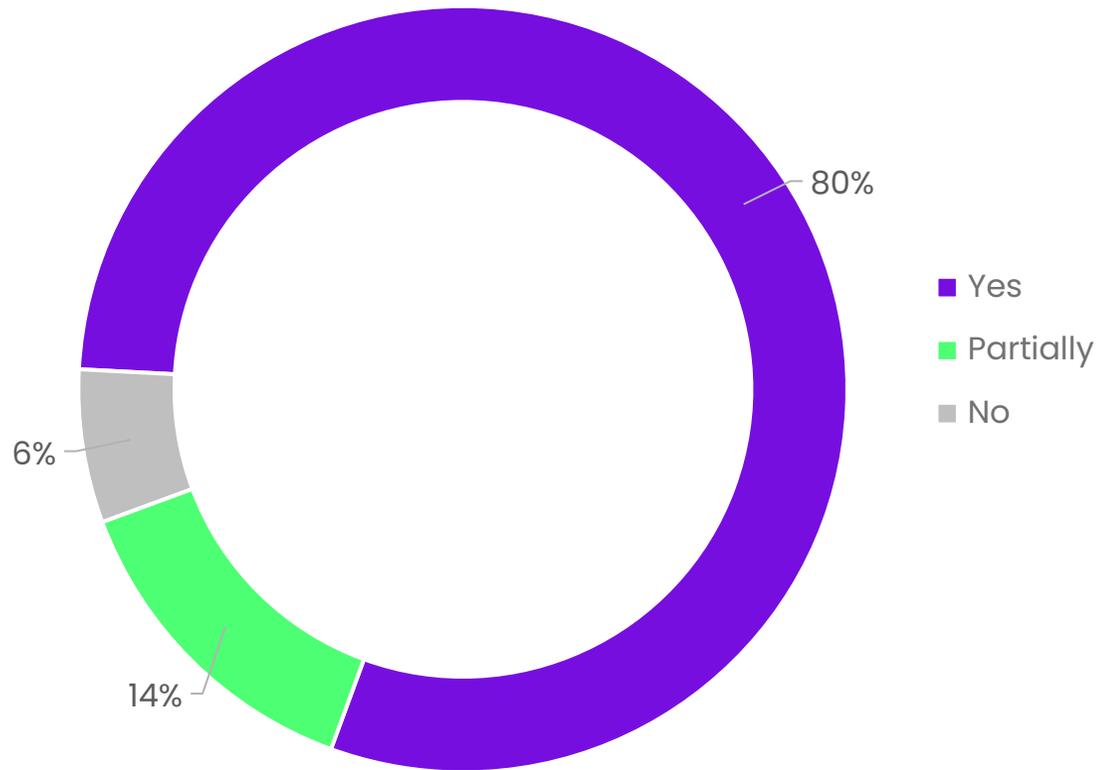
Driving Satisfaction

Overall, attendees were pleased with the services provided by the mobile outreach unit, and the majority of attendees rated the service good or excellent on the survey.

Encouraging the licensees to take the exit survey remains a challenge and does not reflect the total number of attendees.

**All licensees provided with service are provided the opportunity to participate in the survey.*

Resolution Rates



Solution-Oriented

In most cases, TLC staff was able to resolve the issue either favorably or unfavorably and Van Hailin' staff retained a relatively high resolution rate of 80%.

However, 20% of issues brought to staff this quarter could not be resolved on site.

**The above resolution rates refer to services provided on site.*

Across the Boroughs



Licensees made their way out to Downtown Brooklyn to receive services through Van Hailin'



Staff from TLC's External Affairs and Safety & Emissions units greeted licensees in Brooklyn



TLC Commissioner David Do engaged with licensees at the Castle Hill, Bronx event in July

Across the Boroughs



LabCorp staff conducted drug testing for licensees at the Flatlands, Brooklyn Van Hailin' event in June



A team member from TLC's External Affairs engaged with licensees to record their survey responses



Licensees interacted with TLC's Licensing and Prosecution units outside of Brooklyn Borough Hall at August's Van Hailin'

Van Hailin'



DUMBO, Brooklyn



Yankee Stadium, Bronx



Times Square, Manhattan



Long Island City, Queens



Fort Wadsworth, Staten Island

In The News

Spectrum News NY1

News12 Bronx

Black Car News

Staten Islander



“
At a change of pace, drivers of taxis, black cars, and limousines were on the receiving end of enhanced customer service.

Ron Lee
Spectrum NY1 News

Our Partners



NYPD

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**MERCEDES
NARCISSE**
46TH COUNCIL DISTRICT

Council Member
AMANDA FARIAS
District 78 - The Bronx

Advancements



Accomplished: This Quarter

- Serviced licensees in all five (5) boroughs of New York City
- Procured a zero-emissions, battery electric vehicle (BEV)
- Created and implemented electronic intake forms
- Ordered new equipment and technology
- Personally thanked each attendee by telephone

Goals: Forthcoming

- Design and work with the agency's existing vendor to complete an office retrofit by the end of 2023.
- Create a designated Van Hailin' mobile team to staff events.
- Provide additional services that were requested by licensees but not currently offered.
 - Transfer applications
 - Lost credentials
 - Visual Inspections
- Expand the number of mobile office operations from once per month.
 - Work with existing and potential partners to create a regular schedule
 - Create a request form for interested parties